

# MEMO

## COMMUNITY ENRICHMENT

To: Health and Recreation Committee  
From: Allison Engels, Community Enrichment Program Manager  
Terri Vosters, Community Enrichment & Recreation Director  
Date: August 18, 2025  
Re: Electric City River Jam Recap 2025

### **Background Information:**

We are the Electric City, and we like to party and jam by the river.

2025 marked the first official year of Electric City River Jam, a city-led festival that brought music, food, and community fun back to the heart of Kaukauna. By combining aspects of past events with new attractions, the festival successfully drew in residents and visitors from across the Fox Valley.

Even in its first year, Electric City River Jam secured key sponsorships that helped bring the event to life and set the foundation for future growth. To engage local businesses, we launched a new “Support & Save” promotion that featured a custom map of participating locations offering event-week deals. In our first year, five businesses joined the promotion, including a mix of bars and restaurants, coffee shops, and a boutique, helping to create a stronger connection between downtown and the festival.

We partnered with a wide range of vendors this year to enhance the festival experience and attract a diverse crowd. The four-day carnival, food trucks, face painters, and a local brewery helped draw in more attendees, especially families, while the city collected a percentage of sales from all vendors.

Our advertising efforts reached a wide audience through Facebook where nearly 5,000 people marked themselves as interested in the event. With committee members featured on three local radio stations, plus event merchandise, and signage through town, we successfully connected with a broad range of ages, a strategy we plan to continue in future years.

Over the course of just two days, our incredible volunteers contributed nearly 400 hours of their time, making our music festival a true success. We were able to support 15 nonprofits thanks to their dedication.

As we wrap up the very first Electric City River Jam, we want to extend our heartfelt thanks to everyone who made this event such a success. From the dedicated committee; Kyle Megna, Marty DeCoster, Angey Carrel, Evan Freimuth, Mayor Tony Penterman, Megan Brouch, Andrea Fencl, Terri Vosters, Allison Engels, who brought the vision to life, and to the Kaukauna Street Department for all their help and support behind the scenes, we are so grateful for the time, effort, and heart that went into making this event possible.

To the talented artists who lit up the stage, to the volunteers who kept everything running smoothly, and of course, to the incredible audience whose energy made it all worthwhile, thank you. This was more than just a music event, it was a celebration of community, creativity, and connection. We can't wait to jam out by the river with you all again next year, even bigger, better, and just as unforgettable.

**Strategic Plan:**

First annual Electric City River Jam Music Festival to continue adding Special Event to the Community of Choice.

**Budget:**

Sponsors

Abel Insurance

Renewal by Andersen

Kaukauna Utilities

Van De Hey Financial

Heart of the Valley Chamber of Commerce

Fox Cities Convention & Visitors Bureau

Unison Credit Union

In Kind Sponsors  
Event Production Systems  
S & J Enterprizes  
313 Dodge  
Haen Meat  
Festival Foods  
    Fast Signs  
    95.9 Kiss FM  
    91.1 The Avenue  
    105.7 WAPL

Total Sponsorships	\$17,500
Tickets/Beverage Sales	\$29,103.15
Vendor Sales	\$2,049.35
Support Local & Save	\$600

<b>Total Income</b>	<b>\$49,252.50</b>
---------------------	--------------------

**Expenses**

Bands and Production	\$29,000
Beverage Purchases	\$4,660.78
Volunteers	\$4,782
Food	\$1,919.90
Miscellaneous	\$18,209.57
(Tents, ice, restrooms, signs, merch, marketing)	

<b>Total Expenses</b>	<b>\$58,572.25</b>
-----------------------	--------------------

**Staff Recommended**

N/A